

Proposed Public Outreach Strategy for the Lemon Grove Downtown Village Specific Plan Expansion (DVSPE)

Overview

The overarching goal of the Public Outreach Strategy for the City of Lemon Grove's Downtown Village Specific Plan Expansion (DVSPE) is two-fold: (1) to engage a diverse group of stakeholders, including residents, business and property owners, and community organizations, in the plan development process, and (2) generate ideas, support, and momentum for plan implementation.

The RICK team, in association with Circulate San Diego and Keyser Marston, proposes the following Public Outreach Plan that will serve to:

- Inform the City Council and the community about the DVSPE and how it fits into the framework of the forthcoming General Plan update;
- Listen and gather feedback and ideas from the community that will help develop the DVSPE, including the preferred vision, land use scenario, supportive goals and policies, design guidelines, etc.; and
- Generate support for the DVSPE and plan implementation.

Key elements of the Public Outreach Strategy include:

- Part I: Property/Business Stakeholder Outreach;
- Part II: Surveys;
- Part III: Pop-Up Events;
- Part IV: Noticing/Marketing Collateral; and
- Part VI: Public Workshops and Meetings.

A stakeholder list will identify key community groups to be targeted through outreach/advertising procedures and will be continually updated throughout the project. The list will build upon the network of stakeholders that has already been established through previous projects or initiatives, including the General Plan Update and 2014 Health and Wellness Element, and incorporate individuals, businesses, and property owners specifically within the DVSPE study area.

RICK will coordinate materials for the AB 52 tribal notification process.

The adoption for the updated DVSPE is anticipated to take place by June 2017. The City Council will have a separate workshop. The DVSPE approval process will include an environmental review element and conclude with a City Council hearing.

Part I: Business/Property Owner Stakeholder Outreach

To make the revitalization of Downtown Lemon Grove a reality, the RICK Team understands that participation from the business community and property owners will be essential to inform appropriate implementation measures. To foster the ideal economic conditions for the desired future types of uses identified through the plan development process (such as dining, office space, an arts district, market-rate housing, etc.) the RICK Team will coordinate input from the business community through the following activities:

Business Survey (July 2016-September 2016)

The Project Team will coordinate with the City of Lemon Grove to identify and invite relevant businesses from the City's business license list to participate in an online survey. Questions will be developed with input from Keyser Marston Associates. Example questions may include: What type of business do you own (auto repair, restaurant, retail shop, etc.)? Do you own or rent your business space? What attracted you to do business in the City of Lemon Grove? What are challenges of doing business in Lemon Grove? Do you have any input on possible improvements in the Downtown area that could be beneficial to your business? These questions will be refined with input from City staff. Circulate San Diego and RICK will canvass the Broadway area to inform businesses about the survey and provide a leave-behind explaining the DVSPE. Input will be presented at Workshop #2 and used to develop conceptual land use scenarios and proposed capital improvements.

Coordination with Business Stakeholders (July 2016-September 2016)

To receive input from the broader East County business community, the Project Team will invite the East County Chamber of Commerce (ECCC) and East County Economic Development Council (ECEDC) to participate in the DVSPE. The Project Team will plan to attend and present at a regularly scheduled ECCC and/or ECEDC meeting to provide background information on the effort, gather initial comments, and invite members to participate in workshops and outreach events.

Coordination with Property Owners (July 2016-September 2016)

To identify appropriate incentives for redevelopment, tools to notify and engage property owners in the DVSPE process will be developed. These can include: direct mailings notifying them of the DVSPE process and workshops; an online survey that gauges property owner interest in hypothetical redevelopment scenarios; individual meetings with interested property owners who may own key properties that could serve as catalyst project opportunities.

Part II: Surveys

Potential survey questions have been drafted and will be refined with input from City staff prior to finalizing. At this time, the following surveys are envisioned:

- ***Business Survey (soliciting input between July – September)***. Business owners will be invited to participate in a survey asking them to provide information on why they located in downtown Lemon Grove and what are the benefits and challenges of doing business in the area. Example questions attached.
- ***Property Owner Survey (timeframe to be determined)***. After gathering initial input from pop-up events, workshops, and meetings with property owners, a survey may be developed in later stages of the planning process to test property owner interest in hypothetical development scenarios/development incentives. RICK will coordinate with City staff to determine if this may be an appropriate engagement tool after initial feedback has been collected.
- ***General Survey (soliciting input between July – September)***. The general public, business owners, and property owners will all be invited to participate in a brief survey that gauges interest in various concepts to implement in downtown. It will be a mix of narrative and visual preference questions. Example questions attached.

General Survey (will be used for Pop-Up Events + online) – Example Questions:

The City of Lemon Grove is updating its plans for Downtown and wants your input! Please take this brief 5-minute survey.

- (1) How many times do you visit downtown Lemon Grove? Please select one.
 - a. At least once a week
 - b. At least once a month
 - c. A few times a year
 - d. Never
- (2) When you visit downtown Lemon Grove, what do you do? Choose all that apply:
 - a. Shop
 - b. Eat
 - c. Use a bus route or the Trolley
 - d. Use a park, community center, or other civic facility
 - e. Other (please specify)
- (3) Do you believe that Downtown Lemon Grove is family-friendly?
 - a. Yes
 - b. No
- (4) What types of businesses would you like to see in downtown (choose all that apply)?
 - a. Family Oriented (e.g., Restaurants and Entertainment uses)
 - b. Professional Offices (e.g., lawyers, Architects, Engineers, Service Professionals)

- c. Restaurants, Entertainment and Hotels
 - d. Heavy Commercial and Industrial Uses (e.g., Auto Repair, Contractor's Offices, Manufacturing and Warehouses)
 - e. Retail Shopping (e.g., Art Galleries, Clothing Stores, Book Stores, Hair Salons, Restaurants, etc.)
 - f. Education Institutions
 - g. Other (please specify)
- (5) What type of district, or concentration of similar businesses, would you most like to see in downtown?
Rank your interest (Interested/No Preference/Opposed)
- a. Art District
 - b. Historic District
 - c. Restaurant Row
 - d. Antique Row
 - e. Office/Business Park
 - f. Other (please specify)
- (6) Visual Preference: Which of the following housing types would you like to see in downtown? Choose all that apply:
- a. Stacked flat apartments/condos (three to five stories)
 - b. Townhomes/Rowhouses (two, three or four stories)
 - c. Live-Work Units (two, three or four stories)
 - d. With or without Ground floor Retail
 - e. Other (please specify)
- (7) Visual Preference: In your opinion, which of the following would do the most to improve walkability along Broadway?
- a. Slow traffic
 - b. Expand sidewalks
 - c. Streetscaping/Trees/Shade
 - d. Site amenities (benches, trash receptacles, bike racks, lighting, etc.)
 - e. Better Signage/Wayfinding
 - f. Other (please specify)
- (8) What do you feel is the biggest deterrent to shopping in downtown Lemon Grove? Choose all that apply:
- a. Parking
 - b. Walkability
 - c. Perception of Crime and Criminal Activity
 - d. Business Choices
 - e. Other (please specify)
- (9) What do you feel are the biggest attractions in shopping downtown? Choose all that apply:
- a. Parking
 - b. Walkability
 - c. Business Choices
 - d. Access to Public Transportation
 - e. Access to Public Facilities (e.g. parks, city hall, schools)
 - f. Other (please specify)
- (10) How would you like to be involved in the process to improve downtown Lemon Grove? Choose all that apply:

- a. Attend Community Workshops
- b. Complete Online Surveys
- c. Receive e-mail updates
- d. Rather not be involved
- e. Other (please specify)

(11) Do you have general comments related to downtown Lemon Grove?

Business Survey (will be distributed door to door at businesses + online) – Example

Questions:

The City of Lemon Grove is updating its plans for Downtown and wants your input! Please take this brief 5-minute survey.

(1) What type of business do you own (auto repair, restaurant, retail, etc.)? Please select one.

- a. Retail Sales
- b. Retail Service
- c. Automobile Service
- d. Restaurant
- e. Liquor Store or Bar
- f. Contractor's Office
- g. Wholesaler, Manufacturer, Distribution, or Warehousing
- h. Other (please specify)

(2) Do you own or rent your business space?

- a. Rent
- b. Own

(3) What attracted you to do business in the City of Lemon Grove? Check all that apply.

- c. Competitive rents or property values
- d. Associated/related businesses nearby
- e. Lack of competitors
- f. An existing customer base
- g. A potential customer base
- h. A physically desirable neighborhood
- i. Proximity to Freeway
- j. Proximity to Trolley
- k. Other (please specify)

(4) What are the challenges of doing business in Lemon Grove? Check all that apply.

- a. Limited foot traffic passing by my store
- b. Limited vehicular traffic passing by my store
- c. There is limited parking by my store
- d. Downtown is perceived as a high crime area
- e. Downtown has a physically unappealing environment
- f. Other (please specify)

(5) Do you have any input on possible improvements in the Downtown area that could be beneficial to your business? Check all that apply.

- a. Provide streetscape enhancements in the downtown area (e.g., street trees, wide

- walkways, benches, trash receptacles, etc.)
 - b. Establish a wayfinding/signage program that directs visitors to destinations within downtown
 - c. Provide a monument or gateway sign that brands the downtown
 - d. Building façade improvements
 - e. Other (please specify)
- (6) What types of businesses would you like to see in downtown (choose all that apply)?
- a. Family Oriented (e.g., Restaurants and Entertainment uses like movie theatres and bowling alleys)
 - b. Professional (e.g., Corporate Offices and Service Professionals like Lawyers, Architects, Engineers,)
 - c. Heavy Commercial Uses (e.g., Major Auto Repair, Manufacturing with Retail, Contractor's Offices, and Warehousing with Retail)
 - d. Industrial Uses (e.g., Manufacturing, Distribution Facilities and Warehouses)
 - e. Retail Shopping (e.g., Art Galleries, Clothing Stores, and Book Stores)
 - f. Breweries and Brewpubs
 - g. Hotels
 - h. Educational Institutions
 - i. Other (please specify)
- (7) How would you like to be involved in the process to improve downtown Lemon Grove? Choose all that apply:
- a. Attend Community Workshops
 - b. Complete Online Surveys
 - c. Receive e-mail updates
 - d. Rather not be involved
 - e. Other (please specify)
- (8) Do you have general comments related to downtown Lemon Grove?

Part III: Pop-Up Events

In addition to public workshops, a total of five (5) Pop-Up Events, which are innovative, non-traditional strategies to engage traditionally under-represented communities, will be held to bringing awareness and attention to the City's efforts to revitalize Downtown Lemon Grove and will solicit feedback via surveys. Circulate San Diego will host pop-up booths at key locations throughout the community to gather community input, engage residents in the planning process, and bring awareness to the DVSPE.

Up to 5 pop-up booths will be held over the course of the project, with a time span of up to 2-3 hours per event, potentially held on weekends at informal locations.

Examples of pop-up activities include:

1. Pop up at Lemon Grove Depot Trolley Station: Bring awareness to the DVSPE; conduct intercept surveys to determine accessibility and development needs for the Downtown; participants will also be provided with information about future meetings and project timeline.
2. What's Your Transportation Choice? Giant Scrabble Game at Firemen's Park or at the Lemon Grove Public Library, transportation related words get bonus points. Booth will be set up to provide residents with project updates, intercept survey, and educational materials.
3. Leave (Leaf) a Comment Tree or Box interactive activity where residents and stakeholders can write their vision for the future of Downtown Lemon Grove on a leaf and leave it behind for others to read while leaving their comments.

The overarching objective of these Pop-Up Events will be to gain community support for the DVSPE and gather meaningful input from a broader array of residents outside of the traditional workshop process. Other potential locations include the areas near the Golden Elementary School, Lemon Grove Middle School, City Events, and in front of the Home Depot located on Broadway.

Part IV: Noticing/Marketing Collateral

Project Website

The Project Team will provide content to post to a project-specific page on the City's website, including:

- On-going updates;
- Workshop announcements, materials, and summaries;
- Surveys; and
- Any reports for public review.

Graphics/Print Materials

The Project Team will develop graphics for print materials to distribute at pop-up events and other City gatherings that provide a brief summary about the DVSPE, provide ways for residents and businesses to get involved, and link to the project website.

Social Media

The Project Team will provide content for the City to post to its social media channels (i.e., Facebook and Twitter) to provide announcements regarding pop-up events and workshops.

All electronic and print materials will conform to the SANDAG Grant Communications Guidelines be distributed to SANDAG for review and comment in advance of circulation.

Part V: Public Workshops and Meetings

Three (3) public workshops will take place during plan development, including two (2) workshops for the general public and one (1) City Council workshop. All workshops will have childcare (to be coordinated through the City's Recreation Department) and Spanish language translation services (to be provided by RICK and Circulate San Diego).

Public Workshop #1 (COMPLETED)

Timing: Saturday, August 27, 2016, from 10:00am to 12:00pm

Duration: 2 hours

Location: Lemon Grove Community Center, 3146 School Lane

Objectives:

- Provide background information on the project and relationship to the General Plan;
- Present key findings from the existing conditions and solicit community input to refine findings;
- Present Vision Statement from existing Specific Plan;
- Gauge community priorities for land use scenarios;
- Affirm the vision and goals for the downtown.

Format:

Project Introduction (20 minutes):

- Why we are here: Leverage economic opportunities coming out of the Recession. Show examples of community transformation (Little Italy, North Park, Barrio Logan, Encinitas, etc.).
- Goals/objectives for today's workshop
- Major findings from baseline report + General Plan Update input received from Cal Poly SLO students
- Introduce Adopted Vision for Downtown Lemon Grove and Gauge Relevance
- Present existing goals (to possibly develop into guiding principles)

Open House (1.5 hours):

Participants will have the opportunity to go to 5 stations on each of the following:

- Vision and Neighborhoods
- Land Use and Density
- Mobility
- Urban Design and Arts
- Business and Economic Development

Generally, they will be asked to provide input on:

- What elements of each area do they like
- What elements of each area do they feel should change
- What is the appropriate “look” and “feel”: Arts District? Restaurant Row? Etc.
- What are desired uses
- What are desired streets, lighting and sidewalks improvements
- How should people get around
- Should there be better connections between neighborhoods and destinations

Closing Remarks (10 minutes):

The project team will report out major themes that emerged at each station and share next steps.

General comment cards also to be provided.

Outreach/Advertising Procedures:

To encourage participation, the RICK team will commence advertising/noticing Workshop #1 to the public by conducting the following:

- **Pop-Up Events led by Circulate San Diego:** Circulate San Diego will work with City staff to secure venues & promotional materials for the following Pop-Up Events:
 - **Pop-Up Event #1: Friday, June 1 from 5:30PM-7PM(Completed)**
 - Location: Lemon Grove Academy Student-Parent Open House Event (Coordinated with Lemon Grove School District). The event was well attended and staff passed out the flyers and obtained contact info to allow for direct notifications for the upcoming workshops and events. In total, 178 flyers were handed out and contact information from 41 people was collected.
 - “Street scrabble” and prize wheel activities encouraged participation.
 - **Pop-Up Event #2: Thursday, August 18 from 6:30PM-9PM; Summer Concert Series at Berry Street Park (Completed)**
 - Location: Berry Street Park
 - Activity: 5 minute survey* (with a brief project introduction) + “street scrabble” activity; Circulate San Diego will pass out flyers advertising the workshop.
 - **Pop-Up Event #3: Wednesday, August 24 from 3PM-5PM (Completed)**
 - Location: At the Main Street Promenade
 - Activity: 5 minute survey* (with a brief project introduction) + booth activity and giveaways; Circulate San Diego will pass out flyers advertising the workshop.
- **Door-to-Door Canvassing Along Broadway:** Prior to Workshop 1, RICK and Circulate San Diego staff will hand out flyers and information on how to access and take a business specific survey.
- **Direct Mailings to Property Owners:** Notices describing the DVSPE and details for getting involved

(e.g., overall project timeline, link to surveys, information re: Workshop #1, individual meetings, etc.) will be directly mailed to an estimated 537 property owners.

- **General Notices:**
 - 10 day public notice in the East County Californian
 - Social Media
 - Media Advisory
 - Email listserve Notifications
 - City Calendar
 - City webpage and newsflash
 - Banner on top of City homepage
 - Newsletter Article
- **Specific Notifications:**
 - Heartland Fire
 - City of La Mesa
 - San Diego Sheriff
 - East County Chamber of Commerce
 - County of San Diego
 - Hitzke Development
 - General Plan Update Focus Group Members (14)
 - Community Health Improvement Partners- CHIP
 - Lemon Grove Historical Society
 - City of San Diego
 - Lemon Grove School District & Parent-Teacher Associations
 - Grossmont Union High School District:
 - Helix High School
 - Mount Miguel High School
 - Liberty Charter High School
 - SANDAG
 - Lemon Grove Clergy Association
 - Local Churches, such as Saint John's Parish
 - Esgil
 - EDCO Disposal
 - Helix
 - MTS
 - CLG employees
 - Caltrans
 - San Diego Air Pollution Control District
 - City of Lemon Grove Library
 - Soroptimist
 - Safe Routes To School Email List (22)-

- Recreation Focus Group Members
- HEAL Zone Representatives
- Senior Center & Senior Housing Complexes

Note: Notifications for workshop events will be bilingual.

How Workshop #1 Input Will Be Used:

The input gathered from Workshop #1 will be used to make any necessary refinements to the baseline report and direct the development of the vision, goals, policies, and conceptual land uses for the DVSPE.

Public Workshop #2

Timing: Saturday, December 10, 2016, from 10:00am to 12:00pm

Duration: 2 hours

Location: Lemon Grove Recreation Center, 3131 School Lane

Objectives:

- Provide a status update on the DVSP update;
- Present land use concepts for public review and feedback;
- Identify Development Project Product Types and Amenities;
- Examine Potential Public Projects for Stimulating Investment; and
- Identify Catalyst Projects for the Downtown.

Format:

Introduction (20 minutes):

- Attendees check-in and take seats.
- Project team opens the Workshop with a brief presentation (approximately 10-15 minutes) that provides:
 - A brief overview of the input collected to date.
 - Items for review/feedback, including:
 - Neighborhoods & Land Use Alternatives
 - Mobility & Connections
 - Urban Design, Art, & Parks
 - Business & Economic Development
 - An overview of the structure for Workshop #2.

Stations (4 Stations X 20 minutes = 1 hour and 20 minutes):

- Four stations will be set-up for attendees; facilitators will rotate every 20 minutes. The following stations are envisioned:
 - **Neighborhoods & Land Use Alternatives:** This station will discuss at least three (3) alternatives for neighborhood configurations, associated densities and intensities, and land uses. Included in the discussion will be a “no change” alternative that is based on currently adopted DVSP and General Plan policies. Development standards will also be discussed.
 - **Mobility & Connections:** This station will focus on bicycle, pedestrian, vehicular, and transit access within the DVSPE area and to surrounding neighborhoods. Traffic calming concepts, such as roundabouts, bulb-outs, and road diets, for Broadway and the greater DVSPE study area will be discussed.

- **Urban Design, Art, & Parks:** This station will focus on the “look and feel” of the DVSPE study area and strategies to enhance the identity of the area through design. Architectural styles, art concepts, and possible park/plaza ideas will be discussed.
- **Business & Economic Development:** This station will focus on desired businesses and business district themes (i.e., family-friendly businesses, hotels, offices, etc.) as well as discuss possible implementation strategies, such as the formation of a business improvement district (BID).

Closing Remarks (20 minutes):

- The project team will provide an overview of key points heard from the stations and provide an overview of the next steps in the DVSPE process.

Note: Based on attendance and participation levels in Workshop #2, a brief 5-minute online survey may be developed gather additional comments/input. The project team will assess the need after conducting a preliminary review of the results from Workshop #2.

Outreach/Advertising Procedures:

- Circulate San Diego will conduct two pop-up events:
 - Pop-Up Event #4: Friday, November 25 (11am-1pm)
 - Location: Home Depot, 7530 Broadway
 - Activity: Distribute flyer for Workshop #2 along with a possible activity.
 - Notes from Circulate: We will need permission to be on-site. City to secure permission in advance of event and clear with relevant authorities. We may need Home Depot or property owner to approve materials in advance as well. City to lead the approval effort.
 - Pop-up, tables, and chairs to be provided by Circulate, no action needed by City day of event
 - We will need final materials in-hand by 3pm on 11/23.
 - Pop-Up Event #5: Saturday, December 3 (Community Bonfire Event; Exact time TBD)
 - Location: Community Bonfire Event
 - Activity: Distribute flyer for Workshop #2 along with a possible activity.
 - Notes from Circulate: this is probably the better activity to gather input due to the nature of the interaction.
- The outreach/advertising procedures will generally follow those used for Workshop #1 and include Workshop # 1 attendees.

How Workshop #2 Input Will Be Used:

The input gathered from Workshop #2 will be used to refine the vision, goals, policies, and conceptual land uses for the DVSPE.

City Council Workshop & Baseline Report Presentation

Timing: February 2017

Duration: 2 hours

Location: Lemon Grove Community Center, 3146 School Lane

Format:

The project team will review major findings from the baseline report with the City Council. The team will also provide an overview of public outreach efforts conducted to date, a summary of the community input received, and present preliminary concepts that have been developed for the Specific Plan, including:

- Vision, Goals, and Policies
- Neighborhoods & Land Uses (allowed uses, densities/intensities, preliminary development standards)

- Mobility Concepts (ideas for improving bicycle, pedestrian, vehicular, and transit access within the DVSPE study area and to surrounding neighborhoods)
- Urban Design, Art, and Park Concepts (preliminary ideas for design guidelines, guidelines for a possible public and private art incentive program, plaza/park concepts, etc.)
- Implementation Strategies (development incentives, funding tools, themed business district(s) and/or business improvement district (BID) formation, etc.)

The City Council Workshop is intended to be interactive in nature to solicit Council input to refine the overall direction of the Specific Plan.

Note: The project team will refine the contents and framework of the City Council Workshop after reviewing the results from Workshop #2.

Outreach/Advertising Procedures:

- Noticing for the City Council Workshop will follow the requirements for the Brown Act.
- The outreach/advertising procedures will generally follow those used for Workshop # 2 and include notification to attendees of Workshop # 2.

How City Council Workshop Input Will Be Used:

The input gathered from the City Council Workshop will be used to prepare a draft DVSPE and associated MND for public review.

City Council Public Hearing

Timing: June to July 2017

Duration: 1 hour

Location: Lemon Grove Community Center, 3146 School Lane

Format:

The Project Team will provide a presentation on the draft DVSPE and associated MND. The Public Hearing will follow to accept public comment and testimony, pursuant to the standards set forth in the Government Code.

Outreach/Advertising Procedures:

Noticing for the City Council Public Hearing will follow the requirements for the Brown Act.

The outreach/advertising procedures will generally follow those used for the City Council workshop and include a notice in the East County Californian.

How City Council Public Hearing Input Will Be Used:

Input will culminate in the adoption of the draft final DVSPE and associated MND.